

**Amendments to the Claims:**

23. (previously added) A computer implemented method for managing inventory of a disk rental system comprising:

generating a user queue data structure comprising:

a list of ordered disk identifiers associated with user selected disks;

a status identifier for each disk identifier, the status identifiers including a

checked out status, available status, and unavailable status;

maintaining a database of user queue data structures corresponding to a plurality of users;

generating an optimized purchase price for a disk identifier with a checked out status

comprising searching the database of user queue data structures to identify the frequency of appearance of the disk identifier in all user queue data structures; and

storing the optimized purchase price in the user queue data structure and displaying the optimized purchase price to the user.

24. (previously added) The method of claim 23, further comprising:

receiving a user request to purchase a disk identifier with a checked out status;

and

sending a query to the user determining whether the user wishes to receive additional packaging associated with the disk identifier.

25. (cancelled)

26. (cancelled)

27. (cancelled)

28. (previously added) The method of claim 23, further comprising generating and sending an email notification to a user containing an optimized purchase price for a disk with a checked out status identifier.

29. (previously added) A computer readable storage medium storing instructions that when executed by a computer cause the computer to perform a method for managing inventory of a web-based disk rental system comprising, comprising:

generating a user queue data structure comprising:

a list of ordered disk identifiers associated with user selected disks; and

a status identifier for each disk identifier, the status identifiers including a checked out status, available status, and unavailable status;

maintaining a database of user queue data structures corresponding to a plurality of users;

generating an optimized purchase price for a disk identifier with a checked out status comprising searching the database of user queue data structures to identify the frequency of appearance of the disk identifier in all user queue data structures; and

storing the optimized purchase price in the user queue data structure and displaying the optimized purchase price to the user.

30. (cancelled)